



Order / Rev: 102148 Advertiser: Heck, Joe for Congress  
 Alt Order #: 06815975 Product Desc: JOE HECK 4 CONGRESS KSNV  
 Flight Dates: 10/01/12 - 10/07/12 Estimate: 2214

| Ln   | Ch   | Start             | End             | Inventory Code             | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri  | Rtg Type      | Spots | Amount     |
|--|------|-------------------|-----------------|----------------------------|-------|-------------------|---------|-----|-------|-------------|------|---------------|-------|------------|
| E 1  | KSNV | 10/01/12          | 10/05/12        | M-F 5-6a WakeUp w/WagM     |       | 5-6a              | MTWTF-- | :30 | 5     | \$200.003   | 0.00 | NM            | 5     | \$1,000.00 |
| <b>NEWS</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$200.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 2  | KSNV | 10/01/12          | 10/05/12        | M-F 6-7a WakeUp w/WagM     |       | 6-7a              | MTWTF-- | :30 | 10    | \$475.002   | 0.00 | NM            | 10    | \$4,750.00 |
| <b>NEWS</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 10 \$475.00 0.00 |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 3  | KSNV | 10/01/12          | 10/05/12        | Today Show                 | CM    | 658a-9am          | MTWTF-- | :30 | 10    | \$500.002   | 0.00 | NM            | 10    | \$5,000.00 |
| <b>TODAY</b>                                     |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 10 \$500.00 0.00 |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 4  | KSNV | 10/01/12          | 10/05/12        | M-F Today Show II 3rd HOM  |       | 9-10a             | MTWTF-- | :30 | 4     | \$225.002   | 0.00 | NM            | 4     | \$900.00   |
| <b>TODAY II</b>                                  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 4 \$225.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 5  | KSNV | 10/01/12          | 10/05/12        | M-F Today Show III 4th IBM |       | 10am-11am         | MTWTF-- | :30 | 5     | \$175.002   | 0.00 | NM            | 5     | \$875.00   |
| <b>TODAY III</b>                                 |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$175.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 6  | KSNV | 10/01/12          | 10/05/12        | Noon News                  | CM    | 12-1230pm         | MTWTF-- | :30 | 5     | \$225.002   | 0.00 | NM            | 5     | \$1,125.00 |
| <b>NEWS</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$225.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 7  | KSNV | 10/01/12          | 10/05/12        | Dr. Phil                   | CM    | 3-4p              | MTWTF-- | :30 | 2     | \$250.002   | 0.00 | NM            | 2     | \$500.00   |
| <b>PHIL</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 2 \$250.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 8  | KSNV | 10/01/12          | 10/05/12        | M-F Early News             | CM    | 5-630p            | MTWTF-- | :30 | 15    | \$575.002   | 0.00 | NM            | 15    | \$8,625.00 |
| <b>NEWS</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 15 \$575.00 0.00 |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 9  | KSNV | 10/01/12          | 10/05/12        | M-F Jeopardy               | CM    | 630-7pm           | MTWTF-- | :30 | 5     | \$795.002   | 0.00 | NM            | 5     | \$3,975.00 |
| <b>JEP</b>                                       |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$795.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 10   | KSNV | 10/01/12          | 10/05/12        | M-F Wheel                  | CM    | 7-730pm           | MTWTF-- | :30 | 5     | \$795.002   | 0.00 | NM            | 5     | \$3,975.00 |
| <b>WHEEL</b>                                     |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$795.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 11   | KSNV | 10/01/12          | 10/05/12        | Face to Face w/ Ralston    | CM    | 730-758pm         | MTWTF-- | :30 | 5     | \$450.002   | 0.00 | NM            | 5     | \$2,250.00 |
| <b>FACE</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$450.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 12   | KSNV | 10/01/12          | 10/05/12        | M-F News 3 at Eleven       | CM    | 11pm-1135pm       | MTWTF-- | :30 | 5     | \$575.002   | 0.00 | NM            | 5     | \$2,875.00 |
| <b>NEWS</b>                                      |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |      | <u>Rating</u> |       |            |
| Week: 10/01/12 10/07/12 MTWTF-- 5 \$575.00 0.00  |      |                   |                 |                            |       |                   |         |     |       |             |      |               |       |            |
| E 13   | KSNV | 10/01/12          | 10/05/12        |                            | CM    | 1135p-1237a       | MTWTF-- | :30 | 3     | \$275.002   | 0.00 | NM            | 3     | \$825.00   |

Order / Rev: 102148  
Alt Order #: 06815975  
Flight Dates: 10/01/12 - 10/07/12

|               |                        |
|---------------|------------------------|
| Advertiser:   | Heck, Joe for Congress |
| Product Desc: | JOE HECK 4 CONGRESS    |
| Estimate:     | 2214                   |

| Ln   | Ch   | Start             | End             | Inventory Code            | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount     |
|------|------|-------------------|-----------------|---------------------------|-------|-------------------|---------|-----|-------------|----------|---------------|------|------|-------|------------|
|      |      |                   |                 | The Tonight Show          |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | Tonight Show              |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | LENO                      |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | MTWTF--                   |       | 3                 |         |     | \$275.00    |          | 0.00          |      |      |       |            |
| E 14 | KSNV | 10/06/12          | 10/07/12        | Sa-Su News 3 at Eleven    | CM    | 11pm-1135pm       | -----SS | :30 | 2           | \$525.00 | 2             | 0.00 | NM   | 2     | \$1,050.00 |
|      |      |                   |                 | Sa-Su News 3 at Eleven    |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | NEWS                      |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | -----SS                   |       | 2                 |         |     | \$525.00    |          | 0.00          |      |      |       |            |
| E 15 | KSNV | 10/06/12          | 10/06/12        | News 3 Sunrise - SATURDAY | CM    | 6a-7a             | -----S- | :30 | 1           | \$200.00 | 2             | 0.00 | NM   | 1     | \$200.00   |
|      |      |                   |                 | News 3 Sunrise SATURDAY   |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | NEWS                      |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | -----S-                   |       | 1                 |         |     | \$200.00    |          | 0.00          |      |      |       |            |
| E 16 | KSNV | 10/06/12          | 10/06/12        | Saturday Today            | CM    | 7a-9am            | -----S- | :30 | 1           | \$325.00 | 2             | 0.00 | NM   | 1     | \$325.00   |
|      |      |                   |                 | Saturday Today            |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | SAT TODAY                 |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | -----S-                   |       | 1                 |         |     | \$325.00    |          | 0.00          |      |      |       |            |
| E 17 | KSNV | 10/07/12          | 10/07/12        | Sunday Today              | CM    | 7a-8am            | -----S  | :30 | 1           | \$250.00 | 2             | 0.00 | NM   | 1     | \$250.00   |
|      |      |                   |                 | Sunday Today              |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | SUN TODAY                 |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | -----S                    |       | 1                 |         |     | \$250.00    |          | 0.00          |      |      |       |            |
| E 19 | KSNV | 10/06/12          | 10/06/12        | Sa-Su Early News          | CM    | 5pm-630pm         | -----S- | :30 | 1           | \$350.00 | 2             | 0.00 | NM   | 1     | \$350.00   |
|      |      |                   |                 | Sa-Su Early News          |       |                   |         |     |             |          |               |      |      |       |            |
|      |      |                   |                 | NEWS                      |       |                   |         |     |             |          |               |      |      |       |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|      |      | Week: 10/01/12    | 10/07/12        | -----S-                   |       | 1                 |         |     | \$350.00    |          | 0.00          |      |      |       |            |